



REISELIV January 2011



Tour Operator

Journalist

Mr. Arild Christiansen

Smedstusvingen 21
N-1480 Slattum
Norway

Postal Code

Phone

Fax

E-mail knutaril@online.no

Website

RS11: Arild stopped by to tell us that his trip to our region in 2010 was very successful. He worked with Gary Schluter and he said that they did a great job. They are going to North Carolina in 2011 but many in the group have requested a return trip. He took a bunch of material on South Dakota and Idaho. No follow up required at this time.

RS09: Arild has been a good friend of our region for over ten years. He has provided Knife River Ranches booth at Reiseliv each year they attend. He teaches construction trade at a technical college. Since 2005 he and a group of 20 instructors at the college have been doing tours of the US. They have done Texas and a good portion of the South. They now wish to do our region. They will depart Norway on April 19th and return sometime the first week of May (around the 7th). They want to do 7 states (MN, ND, SD, WY, MT, ID, UT). Follow up: I have contacted Gary and asked for his assistance, but it would be great if you could send Arild some VGs and a map for each of his group.

Ms. Inga Ragnhild Holts

Norway

Postal Code

Phone 011 47 4583 16 16

Fax

E-mail inga@spicypen.no

Website www.spicypen.no

RS11: Inga stopped by to ask about "what's new in the region". We were able to give her quite a bit of new information. She said that "eco-tourism" was all the buzz right now in Norway. Next year we should bring some info on "green" projects in our area.

RS09: Inga stopped by the booth to pick up some new info from each of the states. She said that she recently did a short feature on the Host Fest for a local newspaper. She will send Barbara a copy. No follow required

RS08: Inga writes for women's publications. She is a real outdoor fan. She has been to North Dakota and done some features on the state. She stopped by the booth and took all 5 states materials. No follow up required at this time.

Lead Entry

Table View

Labels 1

FIND

SORT

QUIT

Activitravel

Øyrind Grønflaten

Snøggveiein 86
Oslo 1263
Norway

Postal Code

Phone 011 47 9186 9168

Fax

E-mail oyvind@activitravel.comWebsite www.activitravel.com

RS11: Met with Øyrind. Website devoted to activities. For active travelers to write about and rank the level of activities in various travel destinations. Sounds similar to Trip Advisor. Destinations can start a profile but they are required to list themselves as a DMO not a guest. He took all 5 state reps cards and will send (in writing) all the info needed about getting on to the site to distribute to our suppliers.

Sent after Reiseliv:

Thank you for seeing me at your stand at the Travel Fair in Oslo last week! It is my pleasure to invite you to become a member of our activity travel guide and community at Activitravel.com. Membership is (and will always be) free and it only takes a minute to [sign up](#). Upon registration you will get a free permanent link to your website and your Facebook and Twitter accounts. As a member you will be able to rate and review activity travel destinations all over the world, and you can promote yourself as an expert of your destination(s). For more information, please read our [FAQ](#). It was a great pleasure meeting you, and I really hope you will stay in touch as a member of our community! Feel free to sign up as a business member or private member or both.

American Travel Service

Mr. Asbjørn Fyllingslid

Liaveien 24B
N-1410 Kolbotn
Norway

Postal Code

Phone 011 47 900 74 621

Fax 011-47 66 80 2922

E-mail asbjorn@americantravelservice.no
asfyllin@online.noWebsite www.americantravelservice.no

RS11: Asbjorn is offering a new tour and it is selling well. 14 days. Colorado(1 day) Wyoming (4 days) Montana (2 days) North Dakota (5 days) MN (2 days).

RS09: Asbjorn said that 2008 was good year for travel to ND. He had 270 clients on group tours to ND and 17 couples who did customized fly/drives of MN-ND. Last year we spoke to him about adding another Real America state to his itineraries and he did. He showed us his two new tours and they both include a few days in SD. We spoke to him about adding more in WY, Idaho and MT and he seemed very receptive. He took some info from each of the states and will get in touch with Barbara if he needs something particular.

RS09: Met with Anita Stomkvist. She participated in our discussion with Asbjørn. She said that Host Fest was really popular for them this year which is why they added a new "Prairie" tour to their tour offerings.

RS08: We are very familiar with American Travel Service. North Dakota has done a lot of work with them. They have been bringing tour groups into ND for about the last 8 years. They are a great company. He is interested in putting together a new tour in 2009. 14 days. Starting in NYC (2 days) and then Bismarck-Rapid City-Cody-Eastern ID-YNP-MT-ND-Bismarck. He know what he wants to do in ND (3 days) but needs info on other areas (a day and overnight in each). Follow up: States send info for your portion of the itinerary

Note: North Dakota: Next year's Host Fest tour will be changed. The annual 2 weeks tour will start in NYC then on to MSP-Duluth-Grand Forks-Minot (3 days) Fargo-Oslo. Fred Walker: follow up as usual. His wife Anita is bringing several choir tours to ND. Terry will work with her to set up a performance at ND Heritage Center.

RS08: Anita is working on a new choir tour in June (70 people). It will feature ND and SD. Flying into MSP-in Sioux Falls on June 23 travelling across state to Rapid City and on to Medora. She is working with Juvins Tours for the arrangements. Would like to have packets of maps w/maps in rooms when they get to each state. They do not have overnights finalized yet. Fred and Vicky follow up. Once overnights have been established then they should work with the local CVB to make sure the packets are available.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

Dagbladet

Ms. Kirsten Buzzi

Box 1184 Sentrum
N-0107 Oslo
Norway

Postal Code

Phone 011-47 22 31 08 08
011-47 22 31 06 00

Fax 011-47 22 42 95 48

E-mail kbu@dagbladet.no

Website www.dagbladet.no

RS11: Kirsten continues to write about us. She did an article last week for Dagbladet's Sunday travel section. It was titled 25 things you must see or do in the world. She featured the International Pow Wow in ND and Yellowstone National Park. She is doing an article this week on 10 things to do in USA and promised that at least two of them would be about us.

RS09: Kirsten stopped by on the run. She is no longer doing the question and answer program (it got to be too hectic). She wants some info from each state on what is "new". She also wants to be included on any PR lists (newsletters, etc).

Kirsten brought us an article about the rise in popularity of making travel arrangements over the internet. Unfortunately it was in Norwegian. She translated it for us and the gist of it is that more and more Norwegians are going to the internet to book air and rental car, but the any kind of package tour is still bought through a travel agent or tour operator because of the insurance factor.

Follow up: Nancy, please make sure that she is on both RMI and ND newsletter lists. States, send her whatever you have.

PW08: Kersten has been contracted to do a live "question and answer" program on a major Norwegian travel website. She does it when she is "on the road" at a travel fair or FAM. She dropped by to get some ND data because she has a question today on "where is a great non traditional place to travel in US". She wants to tell them about ND. She also want to know "what's new" in ND as she will be doing some articles on the state in the next few months. She took a DVD. Follow up: Fred, send info on Dakota the dinosaur, Medora musical theme. Harold Schaffer story, New Town news, and whatever. Send updates as often as possible.

PW08/MMP: Wanted to know "What is new?" Dakota the dinosaur, Medora Musical theme, New Town, Harold Shafer story, New Town news. Send info regularly. Fred send DVD, Harold Shafer story, Medora theme.

RS08: Kersten wanted to talk about the dropping numbers at the show. She said that she thought that more and more of the young people were getting their travel info over the internet. She said that her job as a travel writer is changing, as it is now necessary to give readers the "big picture". She

ER Tours

Anne M Vikeså

P.O Box 262
4379 Egersund
Norway

Postal Code

Phone 011 47 51461220

Fax 011 47 51461221

E-mail anne-margrethe@er-tours.no

Website www.er.tours.no

RS11: Met with Anne Vikesa. She works with groups. ER Tours works with organizations (schools, choirs, farmers) to provide customized tours. They have done several tours to our region. She took samples of everything and each of the state reps business cards. She will let us know if she needs more info. No Followup required at this time.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

FlyAway Tours

Lasse Hjorthen, President

Ovre Voligt 7
N-0158 Oslo
Norway

Postal Code

Phone 011-47 22 00 70 70

Fax 011-47 22 33 36 70

E-mail lasse@flyaway.noWebsite www.flyaway.no

RS11: Lasse is now with US Travel Group.

RS09: There were a lot of rumors circulating around the show regarding FlyAway. Bottom line is that the company is bankrupt and will not be coming back. Jambo Tours (out of Stockholm) has opened an office in Oslo and is picking up a substantial amount of the FlyAways' wholesale business. Lasse met with Barbara about the possibility of reping the states in Norway. It would not be wise to work with Lasse on anything in Oslo right now.

Flyaway Tours are no longer allowed to take against orders. The company was put under bankruptcy treatment of the Oslo Byfogdembetet 13.oktober 2008.

PW08: Lasse wants to work on some kind of promotional product that features all 5 states. He will contact Barbara with some ideas before next Reiseliv. No follow up required at this time.

RS08: Lasse is very excited about the new 5 states effort. He is going to put the new itinerary developed for the "Discover America" Magazine on his website. He has also agreed to feature the itinerary and something on each state in his February e-mail newsletter. It goes to over 7000 travel agents in Norway and well a targeted US product clients. He is waiving the fee of \$1500 because as he said(he "supports what the states are trying to do". Follow up: each of the states need to send a "concise, but informative" piece on a special event in their region in August or Sept. He would also like at least one really good photo of last year's event.

PW07: Lasse wants us to do a staff training in Oslo a day or two prior to Reiseliv. We told him that we would be happy to work with him on that. Follow up: Barbara

RS07: The FlyAway catalog is really thin this year. We talked to Lasse and he told us that he is slowly eliminating the catalog and strictly using his website. He said that they are still selling quite a bit of air and auto to ND. He is also booking groups into Bismarck.

PW06: Met with Lasse to discuss upcoming promos. He said that they are featuring a new group tours called "Footsteps of the Immigration" and is features several days in ND. It is selling very well. It started selling in March and they have already booked 30 of the 50 slots available. He promised to send us the itinerary. He said that he is downsizing his

Goteborgs-Posten

Mr. Hans Rubensson

Göteborgs-Posten
40502 Goteborg
Sweden

Postal Code

Phone 011 46 031 624584

Fax

E-mail hans.rubensson@gp.seWebsite www.gp.se

RS11: Met with Hans. He works for largest paper in Western Sweden (2nd largest in Sweden) the Goteborg Posten. He would like to be added to our newsletter lists. Follow up: Nancy and states please add him to your lists.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

Icelandair

Mr. Bjørn Tore LarsenPilestredet 27
N-0164 Oslo
Norway

Postal Code

Phone 011 47 22034060

Fax

E-mail bjorn@icelandair.isWebsite www.icelandair.dk
www.icelandair.no

RS11: Bjørn has taken over Kjell Olav's position at Icelandair

Icelandair

Ms. Elisabeth AndonovSt. Olavsgate 28
N-0166 Oslo
Norway

Postal Code

Phone 011-47-22034065

Fax

011-47-22034051

E-mail elisabeth@icelandair.isWebsite www.icelandair.no
www.icelandair.se**RS11:** Made a point of chatting with Elisabeth. Told her that we were working on TWO fams of 3-4 media each in June of this year and that one of them would be coming through MSP. She said that she would try to work with us on it. Follow up: Barbara make sure that Lasse and Elisabeth are talking to each other.**RS09:** Elisabeth has taken over Jon Frederick's position. We should contact her for fam support.
No follow up required.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

Linc Media**Mr. Oddvar Lind, Mrs. Hanne Hanes**Tørkoppveien 10
N-1570 Dilling
Norway

Postal Code

Phone 011 47 950 40 522

Fax 011 47 69 70 0550

E-mail odlind@online.noWebsite www.vvsaktuelt.no

RS11: Hanne stopped by booth to tell us that she and Oddvar went to Idaho (and the Pacific Northwest) for a few weeks in July 2010. She said that Oddvar has had some problems with his legs and that he was going to have some surgery done. She will contact Barbara if she needs info.

RS09: Both Oddvar and his wife Hanne Hanes are freelance journalists. They are looking for information and story ideas from Idaho and Montana. They have friends and relatives in Boise and the Bay Area of California and they are trying to develop story ideas to pitch to several of the magazines that they right for so that they can go visit. Follow up: MT and ID send them whatever your think appropriate.

mcTours.no**Mr. Geir Christian Prosgaard**

Norway

Postal Code

Phone 011 47 90222039

Fax

E-mail geir@mctour.noWebsite www.mctours.no

RS11: Met with Geir. McTours specializes in motorcycle tours (Geir use to work for McReiser) and the FOCUS of the booth was a picture of a tunnel in SD with the "faces" showing through. He is sending a lot of clients over to our area on motorcycle tours. Each of the states made a point of stopping by and chatting with Geir and dropping off new materials. Follow up: Send him whatever new stuff you have on Motorcycle events happening in your state.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

Metro Tours**Bjorn J. Sjursen**Midtunhaugen 17
5224 Bergen
Norway

Postal Code

Phone 011-47 5534 4070

Fax 011-47 5534 4074

E-mail *post@metro-tours.no*Website *www.metro-tours.no*

RS11: Met with Bjørn, Manager Director. He does group tours. Is VERY interested in developing tours into our region. Follow up: States send him info. Barbara send him sample itineraries and Receptive info.

NMS-consult**Mr. Hakon L. Blandehoel**Østaveien 63
Postboks 85
N-1476 Rasta
Norway

Postal Code

Phone 011 47 6797 7730

Fax 011 47 6797 7731

E-mail *nmsconsult@c21.net*

Website

RS11: Hakon stopped by to get Hostfest info. He will be leading a tour there again this year. Took what he needed.
RS08: Hakon leads tours for American Travel Specialists. He has done several tours to ND offering the Host Fest. In 2007 he did a 14 tour that featured (NYC-MSP-Bismarck-Minot (Host Fest)-Rapid City-Mt. Rushmore - Sioux Falls-MSP. IN 2008 he is doing a 14 day tour (NYC-MSP-Duluth-Wisconsin/around the Great Lakes- Minot- Fargo. Follow up: ND send him info on Fargo.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

Nordmanns-Reiser A/S**Mr. Carl-Erik Anfindsen**

Markevn, 1a
N-5014 Bergen
Norway

Postal Code

Phone 011-47-55-90-10-55

Fax 011-47-55-90-11-65

E-mail cea@nordmann.noWebsite www.nordmann.no

RS11: Barbara had coffee with Carl Erik. He was proud to show us the new Nordmann Reiser catalog that features THREE new tours in the Real America, The National Park section features YNP and he said that he would consider adding Glacier. Amazingly, the Ranch section now includes ONLY ranches in our region. He told us that he uses us as an example to other states and countries who want Nordmanns-Reiser to promote them. Three years ago we did a coop agreement (paid \$2000. for a page in the catalog for two years and a multi-state itinerary on website. Now we are all over the catalog and we no longer need to give catalog support. Follow up: He will stay in touch with Barbara

RS09: I had lunch with Carl Erik while in Bergen for the NR Event (Sunday of Reiseliv). He had some interesting insights into the future of the tour operator in Norway. He said that so many Norwegians have been to Florida and other high traffic destinations that they now feel comfortable with exactly where they want to stay and what they want to do. They are making more and more of their arrangements directly. He is very interested in our region, because it is new and unique to most of his clients and he thinks that it is the kind of vacation more and more of them will be looking for them to package. He was very happy that we agreed to be there for their first "annual" client event.

PW08: Carl-Erik is President of Nordmann-Riser. We met with him at his request. He said that he is very happy with what ND is accomplishing in Norway and appreciates our spirit of cooperation. Although he was originally skeptical about the new 22 day 5 state itinerary, it is doing very well and they are considering offering more "multi week" tours. They are working on some new promotions to support the 5 state itinerary and will get with Barbara for whatever they need.

Norsk Ukeblad**Lise Lotte Winther-Bay**

Norske Ukeblad
N-0441 Oslo
Norway

Postal Code

Phone 011 47 22 585000
011-47-2258 5324(direct)

Fax 011 47 22 580569

E-mail lise-lotter.winther-bay@hm-media.noWebsite www.hm-media.no

RS11: Lise wants more "tidbits" to feature in her travel articles. Follow up: States send what's new and any new materials you think would be interesting.

RS09: Lise is a travel writer for the female version of Vi Menn Bat. It is a women's lifestyle magazine and she does the travel features. She would like to be added to the RMI and ND newsletter mailing lists and to whatever other PR lists keep the international media up to date on our region. She is Bjorn Moholdt's fiance. Follow up: Nancy Hall, please add to the appropriate RMI lists. States: add to your lists.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

Norske Turistbusser AS**Mr. Tod Ødemark**Stanseveien 40
N-0976 Oslo
Norway

Postal Code

Phone 011 47 22803730

Fax 011 47 22803731

E-mail *tor@nortur.no*Website *www.nortur.no*

RS11: Although they do group tours they offer nothing to our region at this time. He stopped by to pick up information to plan for his personal trip to our region in August 2011. Follow up: Barbara, contact him in Sept and find out if he had a good time and what we can do to help him include a tour in 2012.

NRK TV**Ms. Birte Njorsen Horne**0340 Oslo
Norway

Postal Code

Phone 011 47 23046193

Fax

E-mail *birte.njosen.horne@nrk.no*Website *www.nrk.no*

RS11: Met with Birte, Journalist. NRK is the major TV network in Norway. They wanted to do a piece on Eco Tourism in our region. James Scoon discussed the "Green" hotel in Jackson, Terra. It will be included in a segment on "carbon foot prints" and the travel dilemma.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

Ojada**Ms. Sissel Andersen**

P.O. Box 1273 Vika
 Otav V's gate 5, 9th Floor
 NO-0111 Oslo
 Norway

Postal Code

Phone 011 47 2323 9954

Fax

E-mail sissel.andersen@ojada.noWebsite www.ojada.no

RS11: Sissel is no longer with SAS/Norwegian Air. Ojada is a Events Planning company started by Richard Braetan (the guy who started Braeten Airlines in Norway). Aside from working on various events Sissel is in charge of the "Apartment Program" for Norwegian Air's employee union. In 2004 (when SAS merged with Norwegian Air) Norwegian Airline Employees got a settlement from SAS. The money was supposed to be used for "quality of life benefits" for the employees (????) Nothing was done with the money until 2009 when the employees voted to buy several "apartments" in key travel destinations, that would be made available for use by Norwegian Air employees and their families at a greatly reduced rate. There are 9 apartments (and a little over 400 employees eligible to use them. They are in cities like Barcelona, Millan, Prague....Sissel is now in charge of managing the management companies in each company that manage the apartments.

P4 Radio hele Horge//Stelmar Productions**Stein Johnsen**

Karl Johans gt. 27
 N-0159 Oslo
 Norway

Postal Code

Phone 011-47-924 40000

Fax 011-47-63 93 62 01

E-mail stein@johnsen.comWebsite stelmer.com

RS11: Stein's new TV show "battle of the choirs" (I kid you not) is #1 on Norwegian TV. It just one a daytime game show Emmy. He said that he is looking to "unload" this show (find a new producer/director) so that he can back to his travel program idea.

RS08: Stein stopped by to say hi. He said that his producing projects are going great, but he misses being in front of the camera. He said that he has been "selling around" a proposal to do a travel feature show. He would like to feature "off the beaten track" family friendly places. He promised he would feature ND (and one or two of the other states) on one of his first features, if it ever happens. No follow up required

PW07: Stein was at Pow Wow in his role as radio show host for P4 Radio. He did an interview with Fred for his travel show. He is doing a feature on Pow Wow and unique destinations. He said that he will do about 3 minutes on ND.

RS07: Stein said that both of his new shows are going very well. He is thinking about doing some freelance writing when things settle down a little bit, just to "keep his hand in it".

PW06: Stein is no longer "in front of the camera". He is now a major producer and owns two of Norway's most popular TV game shows. He said that he is disappointed in the direction that P4 is taking with their travel show, they are only featuring BIG destinations. He thinks that eventually people will get board with hearing about Disney, NYC, Paris, etc. and go back to featuring "off the beaten path" destinations, but that it may be a while. He promised to promote ND whenever the opportunity arises.

PW03: Stein is THE media guy in Norway. He has a very popular radio show and has in the last few years branched out into TV production. He has been promising to come to ND for many years and finally seems to be ready. He has to be in LA in mid Sept and has decided to come a week early to attend the International Pow Wow and some other ND activities. He and Bjørn will map out an itinerary and then we will put it together. Bjørn will escort him in ND (and then stay on for site inspection of some of the new guest ranches). Follow up: Fred: Send him a Pow Wow poster and a short note telling him how happy we are that he is coming. Bjørn: try to lock in a committment ASAP

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

ReiseGlad

Ms. Grethe TellefsenKirkegaten 8
N-4611 Kristiansand
Norway

Postal Code

Phone 011 47 38793333

Fax 011 47 38793334

E-mail grethe@reiseglad.noWebsite www.reiseglad.no

RS11: Grethe stopped by and took everyone's CD's. We didn't have much time to talk.

RS09: Met with Grethe. She owns a travel agency. Her clients are always looking for new destinations. She would like some general info on our region. Follow up: each state send a packet of info.

Reiselyst, Inc

Mr. Trond FlesakerTorgeir Vraas plass 6
N-3044 Drammen
Norway

Postal Code

Phone 011-47-3226-5890

Fax 011-47-3226-5891

E-mail trond@reiselyst.noWebsite www.reiselyst.no

RS11: Met with Trond. He is putting together a tour, two weeks, Seattle to MSP in Sept. Tour is being marketed to newly retired people. It will include a day at Hostfest and end with a day at Mall of America. Follow up: Needs info on when the parks close to traffic and when the passes close. He would also like to rework the tour that he has been selling for several years (the Northern tier tour that includes Seattle and MSP). He wants to be able to drop down into YNP and maybe pick up Mount Rushmore. Follow up: Fred has agreed to take the lead to rework this tour. He will get with James and Vicky.

RS09: Chatted with Trond about his business for 2008. He said that the Høst Fest Delegation that came to Oslo last summer stopped by. He has two different groups looking for tours. One wants a 5 state tour and one wants to "discover their roots" in ND and MN (and maybe into SD). Follow up: Barbara send him a 5 state itinerary and a copy of the 5 states videos,

RS08: Trond says that business has been very good. He is disappointed that he will not be bringing a group to Host Fest in 2008, but he can not get rooms. He is looking at doing a tours around another major event in ND and then adding a few of the other states. Follow up: ND suggest some events. States; send him information.

RS07: Trond wants to us to send him some ideas for multi-state itineraries. He would like one on ND-MN-SD and one on ND-SD-WY-MT. He is looking for 10-12 days each of the fams. He is not sure whether he is going to offer hostfest the year or not. (He had trouble with the Las Vegas Hotel last year, is clients were not please with their stay). He is looking at a summer or fall tour which will be no more than 14days. Will package with FL or CA for a total 21 day trip. Follow up: Fred send Host Fest flyers, a carton of asst. ND info and any itineraries that you already have available.

PW06: He would like us to develop a 7-9 day itinerary for a "senior" audience that would include rodeos. pow wow, and cultural experiences. (send everything over the Internet). He would also like to Terry to develop a 3 day add-on for his group tours to Host Fest. Follow up: Fred please contact Hostfest and have them send him 100 of the new brochures. Also contact him and reiterate our support for any co-op

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

Reiser & Ferie

Mr. Bjorn Moholdt

P.O. Box 1110 Sentrum
N-0104 Oslo
Norway

Postal Code

Phone 011-47-22403020

Fax 011-47-22 40 30 21

E-mail bjorn.moholdt@reiserogferie.noWebsite www.reiserogferie.no

RS11: Bjorn stopped by to say hi and to ask if we would consider buying and ad. We told him that his sales manager Hanne Marit Schultz had already met with Barbara and was sending info. Follow up; Barbara

RS09: Bjorn stopped by to say hi. He told us about the article that was on the fam to ND. The article was about pheasant hunting and cooking game. Reiser og Ferie is a very high end lifestyle and adventure travel magazine. He is planning a trip back to ND in 2009.

RS08: Bjorn came to our media event in Oslo before Reiseliv. He and Terry have been working closely with him on hunting things. No follow up required at this time.

RS08: Bjorn came to our media gathering at the Dubliner. He is such a big ND fan. He is working on additional material from his hunting trip with Terry is ND. He said that he really enjoyed meeting the other states and will look into working with them in the future on some travel features. No follow up required at tis time.

PW07/MMP: he would like to meet with Terry to discuss upcoming possibilities of working with shoulder season hunting opportunities.

RS07: Met with Terry but we don't have a lead sheet on their discussion.

PW06: Met with Bjorn to discuss the "hunting fam" he is doing with Terry in Bismarck in Sept. He is very excited about the trip. Terry Harzinski is working directly with him on this. He is going to be in Bismarck the week prior to Oct 23rd (that is his departure date from ND). He wold like to add some other activities to his visit (particularly Cowboy and Native American stuff that he can write about). Follow up: Fred and Terry get together to develop a fam around his hunting experience.

PW05: He was very impressed with the DVD media kit. Inge pushed for a ND article in his magazine. We will have Bjorn Bratli contact him if we do a Norwegian media fam.

RS05: We have worked with several writers from Reiser & Ferie, but not Bjorn. He is very interested in ND and would like to do a feature on the state in a future edition. He thinks that the whole western experience is big with Norwegians right now. Follow-up: Johnny please contact about a possible future fam.

PW03: She is looking for story ideas. She is particularly

Reiser.no

Mr. Reidar Syversen

Havrestien 6
N-2006 Løvenstad
Norway

Postal Code

Phone 011 47 40827227

Fax

E-mail reidar@reiser.noWebsite www.Reiser.no

RS11: Reidar met with Barbara and expressed his disappointment that non of the states had forwarded him info for his website. Barbara visited his site prior to the meeting. There was nothing on our region, but it was hard to see where info on ANY region was posted. She apologized to him, but said that there had obviously been a breakdown in communication as it was our understanding that he was going to go to the states' websites and take what he wants. He agreed to make an effort to visit OUR websites and Barbara agreed to have each of the states take a look at his and send him "what's new" when it becomes available. Follow up: States' take a look at this site.

RS09: Met with Reidar. Strictly an internet business. His daughter goes to UND so he is familiar with ND. He plans on spending a lot more time in our region this summer. He did not take any materials as he plans to visit each of the states websites. He asked that each state visit his website and if they want to add anything more on their are they should send it to him. The problem is that it is in Norwegian, but states should visit anyway to review photos.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

The Norway Post**Mr. Tor-Ingar Østerud**

Norway Postal Code

Phone 011 4795426134

Fax

E-mail *thenpn@online.no*Website *www.norwaypost.no*

RS11: Tor has been to Host Fest and did a story on it. He will consider sending a staff writer over for a fam. Follow up: Barbara contact him and pitch some story lines.

TN Travel News**Mr. David Kurtz**Gjerdrums vei 19
pb 457 Sentrum
N-0104 Oslo
Norway Postal Code

Phone 011 47 93 48 1542

Fax 011 47 21508001

E-mail *david@reis.no*Website *www.travelnews.no*

RS11: We thanked David for once again going WAY overboard on featuring our region. He said that he is taking a lot of heat from the other destinations, but that it was his magazine and it is his job to feature things that people want to see....."EVERYONE in Norway knows about the beaches in the USA....Why should I be featuring beaches?"

RS09: David is the editor of the USA insert that the Norwegians did this year. It is far nicer than what Aftenposten has produced in the last few years. He will contact Barbara about next year's piece.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

U.S. Embassy Norway

Mr. James T. Heg

Henrik Ibsens gate 48
0244 Oslo
Norway

Postal Code

Phone 011 47 21308600

Fax 011 47 22448377

E-mail hegjt@state.gov

Website

RS11: Met with James Heg, Deputy Chief of Mission. Britt's new boss. He is the the head of the Commercial Service Division under Ambassador Barry White.

US-Travel

Mr. Lasse Hjorthen

Lindlokka 59
N-1387 Asker
Norway

Postal Code

Phone 011 47 9065 5670

Fax

E-mail lasse@hjorthen.noWebsite www.us-travel.no

RS11: Lasse is now working with this Group Tour Operator as General Manager. No one knows anything about this company. When I visited his website it looked very much like a lot of FlyAways old tours.

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT

USA Spesialisten

Mr. Henrik Holstad, June Arlen Eggesbø

Akersgaten 2
N-0158 Oslo
Norway

Postal Code

Phone 011-47 22 340600

Fax 011-47 22340600

E-mail henrik@usaspesialisten.no
june@usaspesialisten.noWebsite www.usaspesialisten.no

RS11: Met with June. Last year USA Specialisten offered a tour to our region. June said that it started a bit weak, but they made some money on it, so they are going to offer it again this year.

RS09: Henrik stopped by to make sure we had his new address. He said that the fall season was a disaster, but that things seem to be picking up. They are still selling a lot of air and rental cars, but only beach packages are doing well. No follow up required.

RS09: June Stopped by to give us there new address. They have moved into smaller but more efficient office space. She said that right now that only thing that is selling is beach vacations. The Norwegians are looking for sun and heat. Skiing has dropped off in popularity, but that may be because they can ski at home and save money. No follow up required.

RS08: Henrik says that numbers to US are very strong, but that they are selling air and auto almost exclusively. They are working with Bloomington on hotels when their clients arrive and depart and that is about it. He said that there is a lot of interest in the US, and more and more to non traditional locations. MSP has never been so popular and he does not believe that they are spending much time there.

RS07: Henrik says that his numbers were down in 2006, but that 2007 is already looking better. He is booking a lot of travel to Thailand (Thailand is getting enormous coverage in Norway and has opened travel offices in both Oslo and Stockholm. He said that travel to US is still pretty strong, but they are selling mostly fly drive with maybe one or two hotel nights. MSP is still a strong gateway of choice.

RS05: Henrik stopped by for one minute to say hi and to apologize for being too busy to meet. He said interest in US has exploded and ND is popular. Will let us know if he needs anything.

MA04: We didn't get a chance to really talk to Henrik at Reiseliv because he was so busy with his booth. He said that he gave out over a hundred pieces of ND info at Reiseliv and is very pleased with the amount of business he is booking to ND. (he wouldn't give us his numbers when we asked). He wanted to know how we were getting so much media coverage for ND.

Vi Menn Magazine

Mr. Inge Lundereng

Gullhaugvn 1
N-0301 Oslo
Norway

Postal Code

Phone 011 47 9057 1032

Fax 011-47 22 58 05 71

E-mail inge.lundereng@multinett.no
inge.lundereng@hm-media.noWebsite www.vimenn.no
www.klikk.no

RS11: Inge has featured North Dakota in almost every issue of Vi Menn in 2010. He asked Barbara if she would work with him to become more familiar with the other states he feels that he has "overexposed" North Dakota. He would like to spend a week or so in each of the states but only wants to do one a year (No worries Fred, he said that he will spend a week in one of the other states and then a week in ND each year). Barbara told him that it was HIS responsibility to decide which state he wanted to visit each year and once he chose the state she would get things coordinated. Follow up: Barbara, try to get him to chose a state before Pow Wow so we can meet on it then.

RS09: Inge was not at the show this year as he has a contract to do an event in Ireland. He did however join us for dinner on the night before the show. He did a great job on promoting North Dakota and MN in the newest USA magazine, but still does not know enough about the other states to feature them. He said that he will DEFINITELY fam the other states this year.

RS08: Inge has a contract with Aftenposten to do an feature on the 5 states of the Real America in next year's VUSA insert. He will visit this summer. Follow up: he will contact Barbara when he has his dates confirmed. He will also contact Fred and Terry direct about his stay in ND

PW07: Inge is coming back to the state in August. He is doing a story on local bars and another on Norwegian students in ND. Follow up: Fred, find out when he is coming and offer him any support that you can.

RS07: Along with his staff position with Vi Menn, Inge is the editor of the USA Supplement for Aftenposten. Inge did an UNBELIEVABLE article (2 page spread) on Bismarck-Mandan in the USA Supplement in Jan. . He also featured a half page on the Helmkoft Museum in Moorhead (he use photos and story ideas from his trip last year). He said that the publisher of Aftenposen appreciate so much the work and support that ND is giving the Norwegian market, that he has permission to write about us whenever he wants. He promised a major feature in next year's edition.

PW06: Thanked Inge for providing a story to be used in the upcoming MY PLANET magazine. He said that he had spoken to them just before leaving for Pow WOW. He sent

Via Tours

Ms. Trine Brenna

Cort Aedellers gate 30
Postbocks 1353 Vika
Oslo
Norway

Postal Code NO-0113

Phone 011 4723151570

Fax 0114723150461

E-mail trine.brenna@viatours.noWebsite www.viatours.no

RU11: Trine Brenna to attend

RS11: Trine is an agency manager for one of the retail travel centers for VIA. Via is a huge travel agency with retail centers all over Norway (and Sweden, Denmark, Finland). She will be attending the RU this year.

Visit USA Committee of Norway

Widar Jensen

P.O. Box 97, Sentrum
N-0101 Oslo
Norway

Postal Code

Phone 011-47-95-224343

Fax 011-47-22-478475

E-mail widar@usa.com
norwayv@usa.com

Website

RS11: Widar's business info American Holidays has its own entry. Widar and the rest of the board introduced a workshop/seminar the night before Reiseliv this year. It was very successful (over 50 travel agents) and we encouraged them to continue this effort.

RS08: Widar is suppose to be taking over as chair for Scandic USA, but Daniel Atteroth (Hilton Hotels Scandinavia) who is the current chair has proposed to the board that he stay in the position for a least other year. Widar is not very happy about this. It will be interesting to see how this all works out. Widar said that the Discover America Committee in Norway was not at all happy about the quality of this year's VUSA insert that Aftenposten does every year. He said that they may do their own next year. He will keep Barbara posted.

PW07: Widar is the vice-chairman of the new alliance of all of the Scandia VUSAs. He is very enthusiastic about the potential for the alliance. We asked him to try to develop and industry event that happens around TUR so that it would be a more cost effective venue. He said that he would work on it and have something by 2009.

RS07: Widar is now repping Anheiser Busch and is hoping to add some state destinations in the next year. He is still the President of Discover America Committee in Norway, but will be the Vice President of the new Scandinavian See America Committee. He would like us to consider him if RMI opens an office in Scandinavia.

PW06: Stopped by to discuss Reiseliv. He said that although he numbers were down last year that the final counts show that there was an increase in trade (9927) and media (4363). He said that the VUSA committee is working with the show organizers to increase all number in 2007. He also said that the cost had increased again for 2007, but only by \$30. He thanked us for our continued support and said that we should know that the industry knows what a loyal supported ND is and appreciates it very much. We talked a little bit about the efforts being made to come up with some kind of Scandinavian VUSA committee which would include all of the VUSA' committees. He said that it would be a hard thing to put together, but that at least everyone is talking about it.

PW05: Widar dropped by to say hi and to let us know that we

Lead Entry

Table View

Lables 1

FIND

SORT

QUIT